AMENDMENTS TO THE CLAIMS

1. (Currently amended) A system for management and publication of media assets in a distributed network, the system including:

a central media database for storing and serving the media assets and media programs for publication of the media assets, said media programs including at least one media layout template, a hierarchical navigational structure and associated media assets for publication of the media assets;

one or more output platforms including a dynamic display engine networked to the central media database; [[and]]

one or more media output devices networked to the one or more output platforms, and

each output platform storing a local copy of a subset of the media assets and a subset of the media programs, and ~~selectively executing~~ the ~~subset of media programs to publish~~ dynamic display engine selectively publishing the subset of media assets at the one or more media output devices, according to one or more media layout templates and hierarchical navigational structures included in a media program.

2. (Previously presented) The system of claim 1, wherein the central media database includes a content manager for uploading the media assets.

3. (Previously presented) The system of claim 2, wherein the content manager enables searching and selection of the subset of media assets and the subset of media programs, and the assignment of the subset of media assets and the subset of media programs to the one or more output platforms.

4. (Previously presented) The system of claim 2, wherein the content manager is accessible from a browser-baser user interface.

5. (Canceled)

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6. (Currently amended) The system of claim 1, wherein the central media database further includes an output platform update server for determining if the stored subset of at least one of the media assets ~~and/or~~ and the media programs have changed when compared to the local copy stored on each output platform, and, when a change is detected, serving updated media assets and media programs to the one or more output platforms.

7. (Currently amended) The system of claim 6, wherein each of the one or more output platforms further includes an output platform manager for initiating a request with the output platform update server to update the locally stored subset of the media assets ~~and/or~~ and the media programs.

8. (Previously presented) The system of claim 7, wherein the output platform manager includes a multiformat subcomponent for producing reformatted versions of the media assets for simultaneous, parallel publication at the media output devices.

9. (Currently amended) The system of claim 1, wherein the central media database and the one or more output platforms both include a file ~~synchronisation~~ synchronization manager for effecting the serving of the media assets ~~and/or~~ and the media programs between the central media database and the one or more output platforms.

10. (Previously presented) The system of claim 1, wherein at least one of the one or more output platforms is a local output platform connected to the central media database from a local installation site.

11. (Previously presented) The system of claim 1, wherein at least one of the one or more output platforms is a remote output platform connected to the central media database from a remote installation site.

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12. (Currently amended) The system of claim 1, wherein the central media database further includes a media asset replicator for sharing stored media assets ~~and/or~~ and media programs with a further media asset management and publication system.

13. (Currently amended) The system of claim 1, [[which]] further ~~includes~~ including an external media asset manager connected to the distributed network for providing remote access to the stored media assets.

14. (Currently Amended) The system of claim 1, [[which]] further ~~includes~~ including one or more distributed terminals connected to the distributed network for providing local access to the stored media assets.

15. (Currently amended) The system of claim 1, [[which]] further ~~includes~~ including a web server connected to the distributed network for providing web-based access to the stored media assets.

16. (Currently amended) The system of claim [[15]] 1, [[which]] further ~~includes~~ including a web media extension module, accessible via the web server, for maintaining extended media information about the stored media assets.

17. (Previously presented) The system of claim 1, wherein the media assets include any one or more of image, text, video and audio content.

18. (Currently Amended) The system of claim 1, [[which]] further ~~includes~~ including automatic sensing devices connected to the distributed network for automated triggering of media publication at the media output devices.

19. (Previously presented) The system of claim 18, wherein the automatic sensing devices include any one or more of a motion sensor and pressure pad.

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20. (Currently amended) The system of claim 1, [[which]] further ~~includes~~ including user input devices connected to the distributed network to enable user interaction with the published media.

21. (Previously presented) The system of claim 20, wherein the user input devices include any one or more of a smart card, touch screen display, handheld computing device, mobile phone and Braille touch pad.

22. (Currently amended) A method for management and publication of media assets in a distributed network, the method including the steps of:

(a) storing and serving the media assets and media programs ~~for publication of the media assets~~ in a central media database, the media programs including at least one media layout template, a hierarchical navigational structure and associated media assets;

(b) ~~at one or more output platforms networked to the central media database,~~ at one or more output platforms networked to the central media database storing a local copy of a subset of the media assets and a subset of the media programs; and

(c) ~~selectively executing the subset of media programs to publish the subset of media assets~~ using a dynamic display engine resident on the output platform to publish media assets according to at least one media layout template and a hierarchical navigational structure included in a media program, the publication occurring at one or more media output devices networked to the one or more output platforms.

23. (Previously presented) The method of claim 22, wherein the central media database includes a content manager, the method further including the step of uploading the media assets to the central media database.

24. (Previously presented) The method of claim 23, further including the steps of:

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enabling searching and selection of the subset of media assets and the subset of media programs from the central media database; and

assigning the subset of media assets and the subset of media programs to the one or more output platforms from the content manager.

25. (Currently amended) The method of claim 23, [[which]] further ~~includes~~ including the step of accessing the content manager from a browser-based user interface.

26. (Canceled)

27. (Currently amended) The method of claim 22, wherein the central media database further includes an output platform update server, the method further ~~include~~ including the steps of:

at the output platform update server, determining if the stored subset of at least one of the media assets ~~and/or~~ and the media programs have changed when compared to the local copy stored on each output platform; and

when a change is detected, serving updated media assets and media programs to the one or more output platforms.

28. (Currently amended) The method of claim 27, wherein each of the one or more output platforms further includes an output platform manager, the method further including the step of at the output platform manager, initiating a request with the output platform update server to update the locally stored subset of the media assets ~~and/or~~ and the media programs.

29. (Currently amended) The method of claim 28, [[which]] further ~~includes~~ including the step of:

producing reformatted versions of the media assets for simultaneous, parallel publication at the media output devices.

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30. (Currently amended) The method of claim 22, wherein the central media database and the one or more output platforms both include a file ~~synchronisation~~ synchronization manager, the method further including the step of effecting the serving of media assets ~~and/or~~ and media programs between the central media database and the one or more output platforms from the file ~~synchronisation~~ synchronization managers.

31. (Previously presented) The method of claim 22, wherein at least one of the one or more output platforms is a local output platform connected to the central media database from a local installation site.

32. (Previously presented) The method of claim 22, wherein at least one of the one or more output platforms is a remote output platform connected to the central media database from a remote installation site.

33. (Currently amended) The method of claim 22, wherein the central media database further includes a media asset replicator, the method further including the step of the media asset replicator[[,]] sharing stored media assets ~~and/or~~ and media programs with a further media asset management and publication system.

34. (Currently Amended) The method of claim 22, [[which]] further ~~includes~~ including the step of providing remote access to the stored media assets from an external media content manager connected to the distributed network.

35. (Currently amended) The method of claim 22, [[which]] further ~~includes~~ including the step of providing local access to the stored media assets from one or more distributed terminals connected to the distributed network.

36. (Currently amended) The method of claim 22, [[which]] further ~~includes~~ including the step of providing web-based access to the stored media assets from a web server.

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37. (Currently Amended) The method of claim [[36]] 22, [[which]] further ~~includes~~ including the step of maintaining extended media information about the stored media assets accessible via the web server from a web media extension module.

38. (Previously presented) The method of claim 22, wherein the media assets include any one or more of image, text, video and audio content.

39. (Currently amended) The method of claim 22, [[which]] further ~~includes~~ including the step of automatically triggering media publication at the media output devices from automatic sensing devices connected to the distributed network.

40. (Previously presented) The method of claim 39, wherein the automatic sensing devices include any one or more of a motion sensor and pressure pad.

41. (Currently amended) The method of claim 22, [[which]] further ~~includes~~ including the step of ~~enable~~ enabling user interaction with the published media from user input devices.

42. (Currently amended) The method of claim 41, wherein the user input devices include any one or more of a smart card, touch screen display, handheld computing device, mobile phone and ~~braille~~ Braille touch pad.

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